

Dieppe


MONCTON


Riverview

 *Enterprise Greater Moncton*
Entreprise Grand Moncton

Dieppe, Moncton, Riverview

Without a doubt, the health sector is a top priority in all Canadian provinces.

Significant increases in health sector requirements, coupled with an ageing population and new service delivery methods and pharmaceutical treatments, necessitate coordinated developments. This has led some provinces to recognize that the health sector is a powerful engine of economic development. However, essential elements are required to stimulate the economy of the health sector, including institutions devoted to training health professionals and related sectors, strategies to promote and support R & D in health and services and clinical care that offer both field expertise and a growth-stimulated environment.

As a province, New Brunswick's goal is to attain self-sufficiency by 2026. Several institutions in different branches of the health sector in the Greater Moncton area have decided to unite their efforts towards stimulating growth in the health sector. Together, their goal is to focus resources and actions on transformational strategies that will promote New Brunswick's vision for self-sufficiency.

Greater Moncton, New Brunswick's Health Centre of Excellence

The Greater Moncton area is renowned for its diverse economy and its prolific and bilingual workforce. Equipped with an international airport, Greater Moncton offers a wide diversity of economic activities. Many of these economic activities are closely linked to the health sector. Among the most important employers in the region, there are two large hospitals, cutting-edge companies in the health sector, as well as universities and colleges where training in health related fields has a considerable presence. Continuous population increases, combined with infrastructure growth in its three cities are other factors contributing to making of the Greater Moncton area the most important player in terms of health and economy in New Brunswick.

◆ Greater Moncton's strengths, in link with health, present five **pillars of excellence**:



Delivery of Health Services

First Pillar of Excellence:

Quality and Diversity in the Delivery of Health Services

Over the past years, Greater Moncton's hospital centres have witnessed phenomenal growth. This is attributable to innovation, government responses to population needs and community investment. Our region has a wide array of primary, secondary and tertiary services with a highly qualified workforce. These services extend far beyond the perimeters of the Greater Moncton area. Together, the Dr. Georges-L.-Dumont Hospital and The Moncton Hospital care for the largest proportion of patients who live elsewhere in New Brunswick and neighboring provinces. The Moncton Hospital and the Dr George L. Dumont Hospital are major critical care and trauma referral centres for New Brunswick, Prince Edward Island and northern Nova Scotia. Besides emergency services, these hospitals specialize in neonatal, fertility, virology, pediatric, surgical, coronary, oncology, nephrology, neurosurgical intensive care, virology as well as burns and youth psychiatry.

With approximately 600 physicians and 5500 employees in the public health system, the Greater Moncton area also has the highest concentration of doctors and health professionals directly involved in administering health services in New Brunswick. It is therefore not surprising that MacLean's magazine rated Moncton as having the best health care services for a small city in Canada. The economic outcomes of the public sector health institutions are estimated to represent 450 million dollars per year. The continued growth of this sector will, and must, go on to encourage and sustain the economic transformation of the region, and consequently the province.





Training of Health Professionals

Second Pillar of Excellence:

Quality Training of Health Professionals

Human resources development in the health sector is, both from an academic and a technical perspective, essential to attaining new pinnacles of development. At the turn of the century, the Université de Moncton (U de M) decided that health training would be a priority area of development in terms of research, teaching, and service to the community. Today, the U de M offers over 30 health-related programs. The Centre de formation médicale du Nouveau-Brunswick is also located on the U de M's Moncton campus. This centre, established in cooperation with a medical school of international repute, is now responsible for training our future doctors. The Centre de formation médicale du Nouveau-Brunswick is affiliated with a provincial Training Program in Family Medicine that is based in Dieppe. This training program is regarded highly because of its success in retaining family physicians and specialists in New Brunswick.

The region's two hospitals also represent clinical training facilities for medicine and many technical fields. Moreover, the University of New Brunswick (UNB) uses the Moncton Hospital as one of its teaching hospitals in nursing sciences. The Greater Moncton area also has two provincial community colleges as well as Oulton College that offer several programs and classes in health-related fields. The Atlantic Baptist University and several private colleges are a fine complement to interdisciplinary and trans-sectoral training opportunities.

Overall, the training of health professionals means that our region can boast a large number of students and full-time and part-time professors. A multitude of training programs are offered in both languages. No doubt, this contributes to a vibrant and efficient workforce.





Health Research and Development

Third Pillar of Excellence:

Quality Health Research and Development

The diversity of research sectors in different institutions, their complementarities and their interconnectivity provide the Greater Moncton area with a stimulating environment in which the pursuit of knowledge is not only dynamic but of high quality. Research projects by our very own researchers have attracted the attention of researchers and organizations worldwide. Of course, many researchers committed to the advancement of health-associated knowledge work at the UdeM, but the region also boasts the Atlantic Cancer Research Institute (ACRI), a research team committed to finding solutions to cancer, one of our most significant health challenges. The ACRI provides the region with access to cutting edge technology platforms such as genomics and proteomics, which form the backbone of today's biomedical research thrust.

The Centre de formation médicale du Nouveau-Brunswick also has a research development sector which focuses on needs, as identified by the community. Two other important players in health research are the Beauséjour Research Centre and the Department of Research Services at the Moncton Hospital. Both are directly hankered in health service institutions and revolve around the participation of health professionals to obtain research results to improve health services. At any given time, approximately 100 clinical trials and applied research projects (including some that are financed by provincial and federal agencies) require the contribution of these two research centres. The Greater Moncton area is also home to an important federal presence in terms of research and development. Examples of this presence include two Canadian Research Chairs in health related sectors, a large Department of Fisheries and Oceans research facility, and offices of the National Research Council of Canada.

It is clear that Greater Moncton's dynamic research environment is in line with the province of New Brunswick's economic self-sufficiency goals and strategy. The region is attractive to both professionals and entrepreneurs who believe in innovation and in the region's capacity to create a real difference in New Brunswick's economy.





**Business, Health Technologies
and Innovation**

Fourth Pillar of Excellence:

Quality of Business, Health Technologies and Innovation

Identified as one of the Top 7 Intelligent Communities in the world by the Intelligent Community Forum, Greater Moncton has also been recognized by KPMG as the most cost effective area for doing business in Atlantic Canada and the New England states. The Greater Moncton region has the largest concentration of health related private sector companies in New Brunswick. Currently, more than 30 companies operate in health-related fields in the Greater Moncton area (in addition to numerous senior citizen facilities, fitness centres, pharmacies, dental offices, eye care centres, physiotherapy clinics and other similar disciplines) with more than 1,100 employees and an approximate payroll of \$44 million per year. Included among these companies are one of the country's most important health insurance providers and a company featured in Fortune magazine as being one of the 'world's most innovative'.

A recent analysis of technology-related strengths in the Greater Moncton area highlighted the regions great capacity and potential for growth in data management and health sciences informatics. The region offers technological infrastructure at the forefront of its field. For example, the two local hospitals have state-of-the-art IT departments and are leaders in the development of telehealth services. This technology allows health care providers to deliver health care services to other regions in the province. It is also used to train health care professionals through distance education.





Healthy Communities

Fifth Pillar of Excellence:

Quality of the Communities' Commitment in Health

The Greater Moncton area enjoys one of Canada's most significant socio-economic and population growths in Canada, a situation which can be tightly linked to community involvement. The strength of community involvement in project financing and health-related improvements is incredibly diverse. The vitality and dynamic nature that Greater Moncton communities have shown has resulted in a large number of hugely successful campaigns, (e.g., Friends of the Moncton Hospital, Dr. Georges-L.-Dumont Foundation including the Tree of Hope initiative, etc.)

The three municipalities have also invested considerable funds towards improving infrastructure linked to health and well-being. Residents have the necessary tools to maintain an active lifestyle and remain healthy. Recent developments include a network of bicycle and walking trails, pools and various ice surfaces. The region is also renowned for hosting important sports events. It is clear that the three municipalities truly believe in the importance of residents' good physical and mental health. On a yearly basis, investments in this sector exceed 22 million dollars.



Greater Moncton: growing and working together in the health sector



A comprehensive overview of Greater Moncton's assets illustrates that several institutions have and will be undergoing significant changes in the health sector. To name but a few, without diminishing the importance of several other projects, there is the recent expansion of the Moncton Hospital Ambulatory Care Sector, the recent announcement of the expansion of the Dr-Georges-L.-Dumont Hospital, and the proposed expansion projects of the Atlantic Cancer Research Institute and the Centre de formation médicale du Nouveau Brunswick. These projects are only some initiatives that will require strategic investments in infrastructure and which will stimulate the development of both the health sector and the economy in general.

The development of these pillars of excellence has required substantial efforts on the part of our institutions. Now the time has come to rally forces and work together to enable progress in each of the five pillars of excellence and to make the Greater Moncton area "New Brunswick's Health Centre of Excellence".

Greater Moncton: New Brunswick's Health Centre of Excellence

Given the omnipresence of the health sector in the Greater Moncton area, the main actors join their efforts to stimulate further development. This collaborative spirit aims at attracting new businesses to New Brunswick and strengthening firms that are already established. In addition to its five pillars of excellence in health, the Greater Moncton area boasts several assets that benefit the health sector including a rich and bilingual workforce, an international airport, good highway infrastructure, a dynamic cultural milieu, diverse residential areas with great schools and numerous facilities for all season indoor and outdoor activities.

Greater Moncton and health in numbers...

- 40 study programs
- 1,600 students
(including 125 in medicine)
- 75 researchers
- 5.5 million \$ per year in R&D funding
- 600 physicians
- 150 physicians involved in teaching medicine
- 2 major teaching hospitals
- 6,000 jobs in the public health related fields
- 1100 jobs in the private sector
- Approximately 10% of workforce

**Statistics are approximate*

With all these distinctive features, the Greater Moncton area already benefits from a vibrant "health perimeter". Within a few kilometers of downtown Moncton are located two of New Brunswick's largest hospitals, a large presence of University training centres, a constantly evolving medical training centre, a cancer research institute dedicated to an illness that has the highest death toll in Canada, more than a few community and private colleges, several agencies that are linked either directly or indirectly to the health sector, plus an economic development agency, Enterprise Greater Moncton, that promotes and orchestrates the region's economic development. Moreover, the area has an abundance of available prime lands for development. These lands are not only located within a short distance of each other.

Regional partners sharing a common vision unite their efforts so that the Greater Moncton area is recognized as New Brunswick's Health Centre of Excellence. Remarkably, the five areas of excellence align perfectly within the stance of the government of New Brunswick's Self-sufficiency Action Plan. Health-related knowledge economy and the benefits derived from connected R&D activities can greatly stimulate both Greater Moncton's and New Brunswick's economy. Our province is entitled to its share of this growth sector, and it is in this perspective that New Brunswick's Health Centre of Excellence must be recognized.